



Highway 99: The Main Street of the San Joaquin Valley



Area of Effort



MOTORISTS ATTENTION!

**YOU ARE ON YOUR HONOR
FRESNO COUNTY HAS NO SPEED COPS
DRIVE SO THEY WILL NOT BE NEEDED
SPEED LIMIT 30 MILES PER HOUR = Board of Supervisors**





1909: Known as “Legislative Route 4” and parallels railroad lines

1914: Route paving begins

1926: Designated “U.S. 99”

1940s: Expanded to four lanes segment by segment

1968: “US 99” Decommissioned Roadway become “CA 99”

1996: Livingston Bypass project eventually eliminates last stoplight

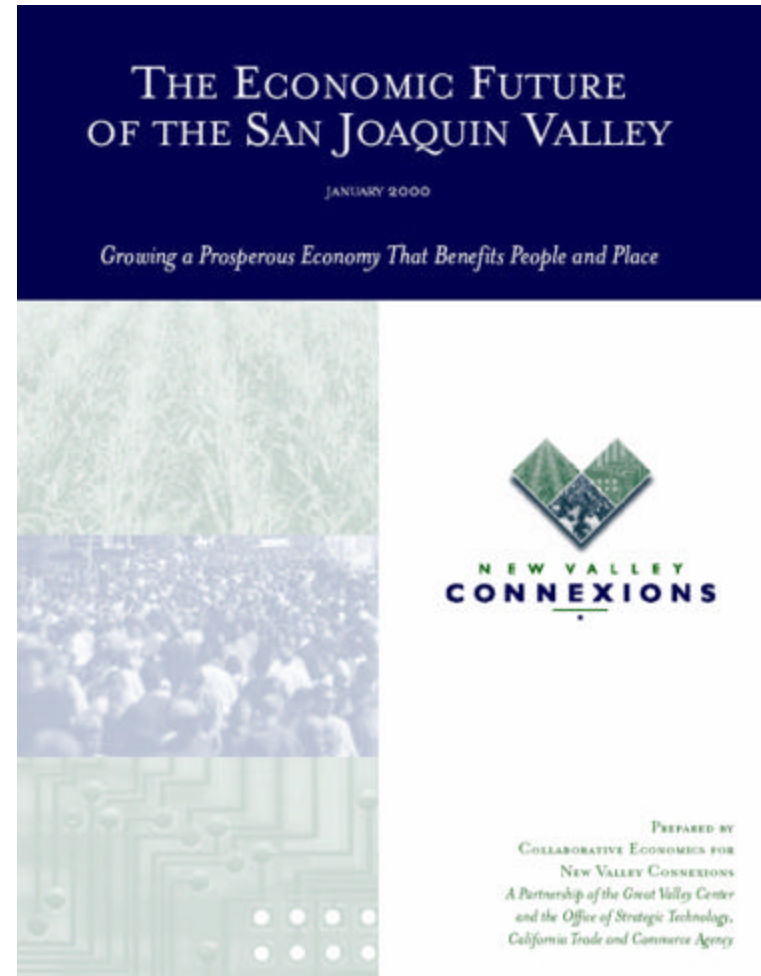
CLOSE COVER BEFORE STRIKING



Genesis of Highway 99 Task Force

The Economic Future of the San Joaquin Valley report spawned the Business Task Force to devise strategies to improve the Valley's business climate.

The first strategy was:
“Improve the image of Highway 99 – recognizing 99 has become more like the Valley's ‘Back Alley’ than its Main Street.”



**The Highway 99 Task Force was
born...and the rest is history...
or will be!**



Task Force Vision for Highway 99

Make Highway 99 the proud “Main Street” of the Valley and California



- **Reflects** region's history, culture, and potential
- **Generates** lasting economic, social, and environmental benefits

Steps to Improvement

- **Create** the overall framework for corridor transformation
- **Begin** actual improvement projects
- **Seek** longer-term, ongoing support for the corridor



Overview of Accomplishments

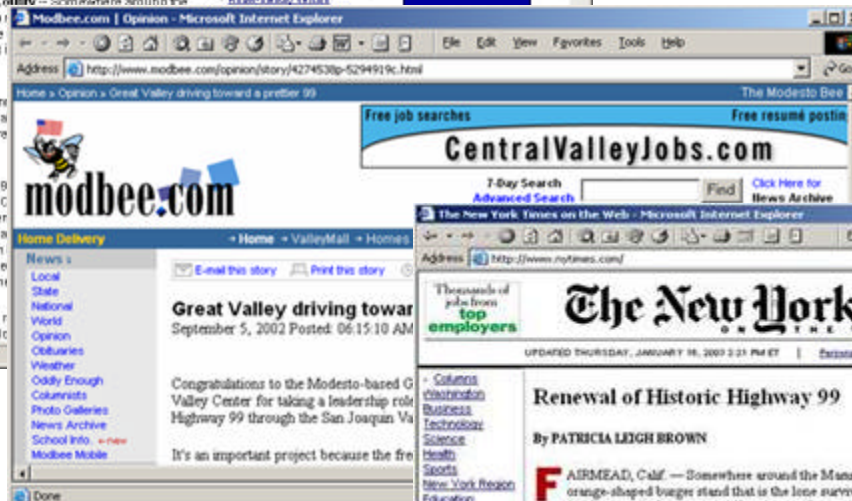
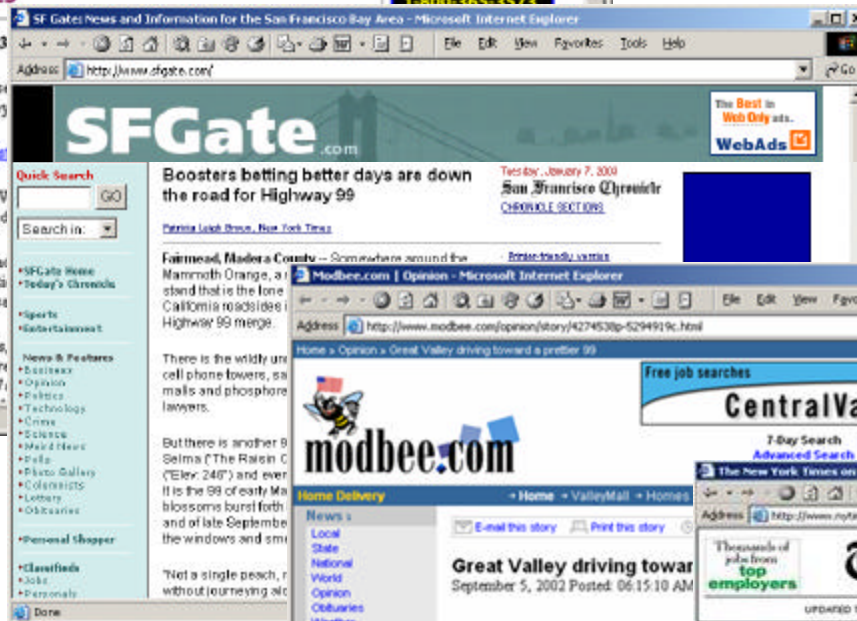
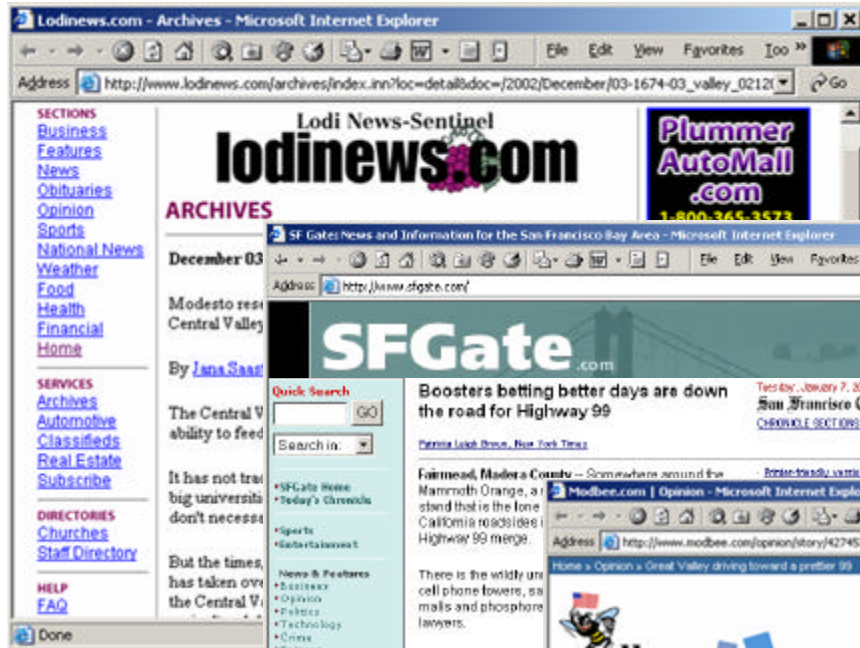
- **Scenic inventory of the corridor**
- **Implementation guide for community corridor improvements**
- **First attempt to provide guidance for local economic impacts of corridor investments**
- **Launch of 21st century rest stop prototype initiative**
- **Support for Caltrans' first corridor Master Plan**
- **Business Plan development & recommendation to the Governor for Master Plan implementation**

Current Efforts

- Thematic interpretation for corridor
- Interstate consensus initiative
- 21st century rest stop pilot & competition
- Governor's Partnership for the SJV Transportation Work Group



Extensive Media Outreach: 100 articles to date



Great Valley Center and Highway 99: Studies sparked regional task force, strategic planning and media outreach

GVC publishes "Economic Future of the San Joaquin Valley" report that sparks creation of task force to improve region's business climate.

GVC launches Regional Economic Alliance for Leadership task force that makes improving Highway 99 its priority.

GVC helps get Highway 99 designated "Last Chance Landscape" by Scenic California.

New York Times takes a Highway 99 road trip leading to national attention about what it would take to improve the roadway. By the following year, the total number of media articles related to Highway 99's plight—often written with GVC assistance—rises to 65.

Great Valley Center Conference Session on Highway 99 asks a packed session "Main Street or Back Alley?"

GVC Publishes Regional Strategy Workbook laying out the strategy for building political, media and community support for a regional approach to improving the highway.

GVC convenes the Highway 99 Task Force for its first strategic planning meeting. This marks the start of 4 years of workshops and studies which provide support for ongoing interaction among various groups and individuals.

JANUARY 2000

MAY 2000

AUGUST 2001

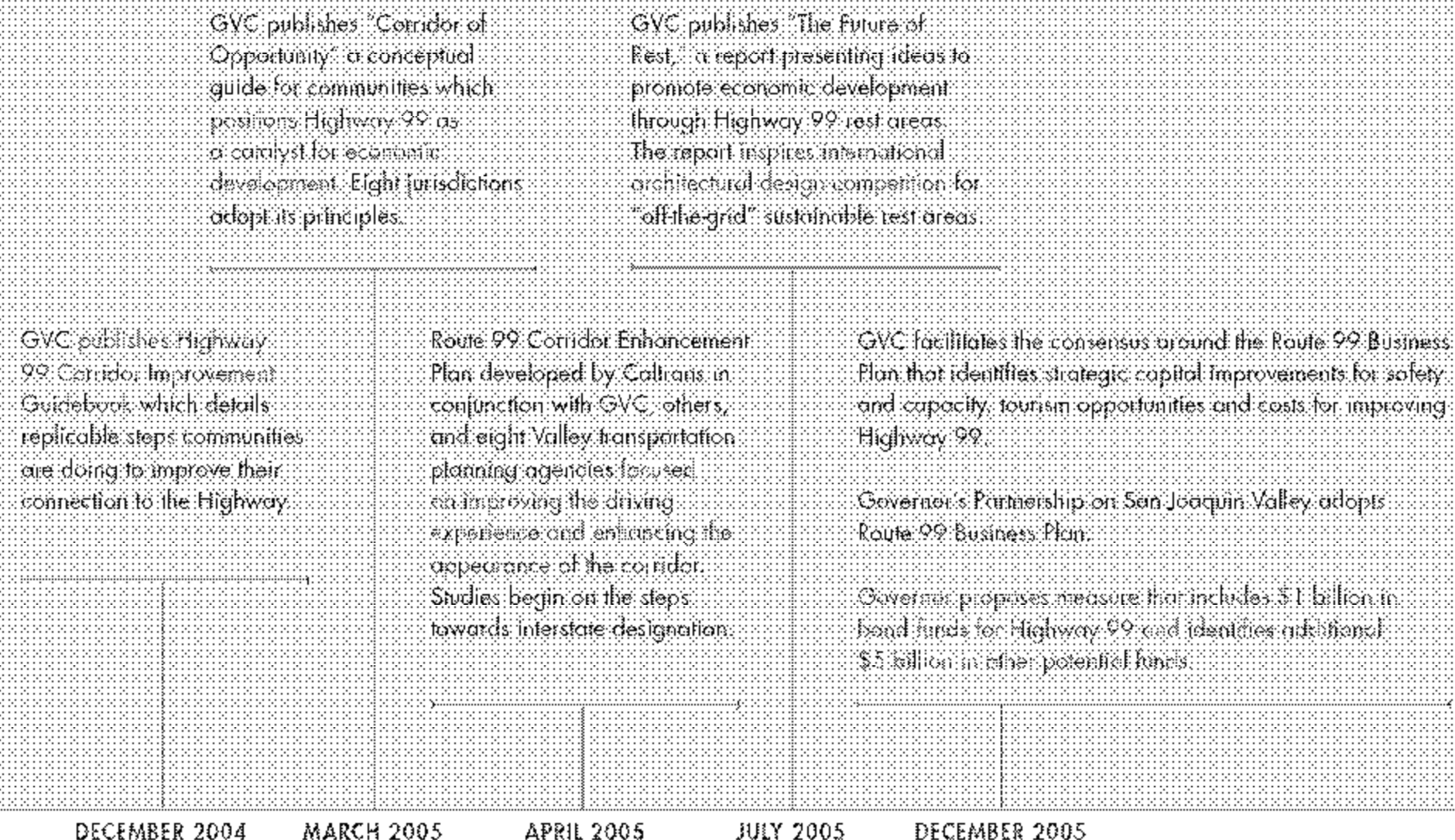
JANUARY 2002

MAY 2002

AUGUST 2002

JANUARY 2003

Great Valley Center and Highway 99: Further studies and facilitation efforts inform and support the Highway 99 Business plan



A Brighter Future for the Valley's Main Street





Business Plan

*"Decision - Makers
Guide to Improving
the Route 99
Corridor"*



Making it Happen For Rte 99 In The San Joaquin Valley

CTC

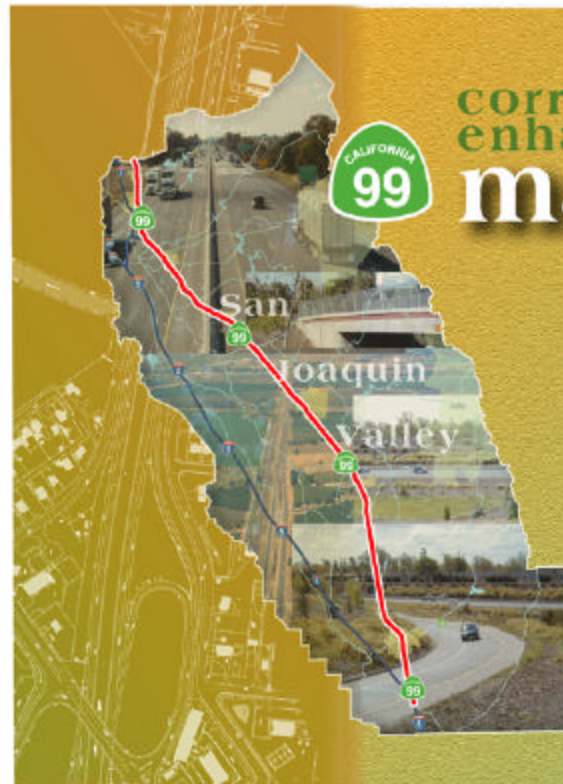
April 26, 2006



corridor enhancement master Plan



*Unifying
the Aesthetic
Treatment
of Highway
Improvements*



The Enhancement Master Plan

Mission Statement

- **To produce a Route 99 Corridor Master plan that is universally accepted and guides public and private sector decisions;**
- **Provides corridor identity and themes;**
- **Lays out specific improvement approaches;**
- **Is collaborative with other Rte 99 plans and programs;**
- **Has wide community and public involvement resulting in ownership of the plan by all.**

The Enhancement Master Plan

- **It is a guide for how public and private entities can help enhance the traveler experience.**
- **Identifies the corridor performance and facility objective.**
- **It identifies how to unify aesthetic treatments with highway improvements.**

**Rte 99
Dist 6
Transportation
Concept
Report**

**Rte 99
Dist 10
Transportation
Concept
Report**

**Rte 99 Corridor
Enhancement Plan +
Business Plan =
Master Plan**

**Interregional
Transportation
System Plan (ITSP)**

**Regional
Transportation
Plans (RTP)**

Partnership (Caltrans, GVC, Kern COG, Tulare CAG, Fresno COG,
Madera CTC, Merced CAG, Stanislaus COG, San Joaquin COG)

Public Outreach



- **Five public outreach meetings.**
 - **Stockton – Nov 9**
 - **Merced – Nov 10**
 - **Fresno – Nov 16**
 - **Tulare – Nov 17**
 - **Bakersfield – Nov 18**
- **Comment highlights**
 - **Community identity**
 - **Visual**
 - **Trash**
 - **Safety**

Route 99 Corridor Objective

- **Performance Objective**
 - Level Of Service “C” in rural areas
 - Level Of Service “D” in urban areas
- **Facility Objective**
 - Minimum 6 lane freeway
 - 115 of the 274 miles currently meet objective
 - Objective is fully met in Kern and Stanislaus
- **Driver Experience Objective**
 - Visually attractive corridor
 - SJ Valley identity and sense of place

Roadside Landscape



Planting Design



Colorscape Fre-99/180 I/C



Colorscape SJ-4/88 I/C





Retaining Wall Aesthetics



Figure 5-6



Upgraded Pedestrian Fencing



Upgraded Pedestrian Fencing



Road Edge Treatment



Structures Lighting



Figure 5-10

Transportation Art

Figure 5-11

CHAPTER 4



“Route 99 – The Mainstreet of California’s Heartland – Linking Heritage to Innovation”

- Developed through iterative process involving surveys, validated by all members of the Task force.
- Theme is advisory to Caltrans and local agencies.
- Highway Planting, Transportation Art, Community Identification, and Gateway Monuments.

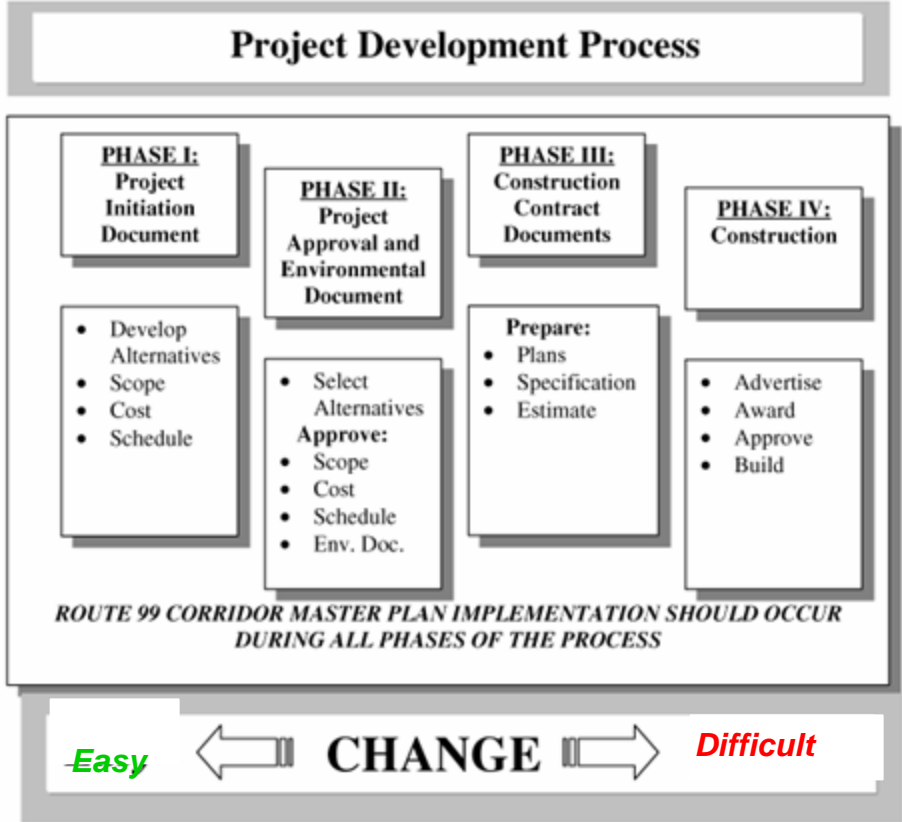






IMPLEMENTING THE PLAN

CHAPTER 5



CHAPTER 6

CONCLUSION

Next Steps For the Plan

- **Establish the Advisory Committee; work with GVC Route 99 Task Force group and MPOs.**
- **Obtain agreement from communities on aesthetic treatments to include in projects along the corridor.**
- **Finalize corridor theme.**
- **Request resolutions of acceptance from MPOs/cities/counties.**





Business Plan

*"Decision - Makers
Guide to Improving
the Route 99
Corridor"*



Business Plan Purpose

- **Consolidate several current plans into one business plan**
- **Focus on major projects responding to safety, congestion relief and goods movement**
- **Identify innovative funding strategies**
- **Establish consensus for priority improvement categories**
- **Include enhancements as elements of projects**
- **Provide guidance for decision makers**

Business Plan Content

- **Project priority categories**
- **Funding strategies**
- **Maintenance considerations**
- **Long-life pavement strategy**
- **Environmental Strategies**
- **Performance measures**
- **21st Century Safety Roadside Rest Areas**
- **Interstate designation status**

Priority Categories

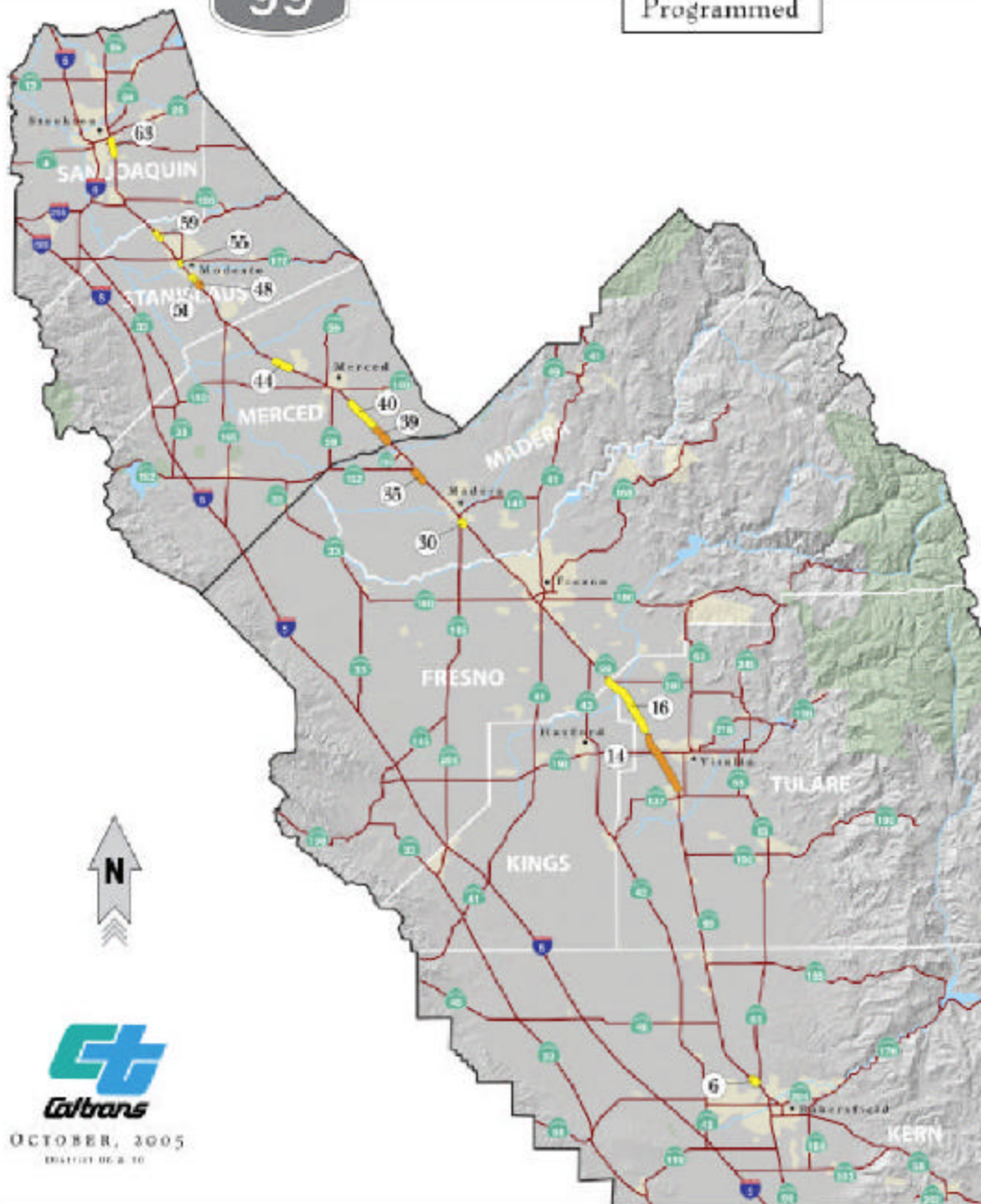
- **Priority Category 1** - Freeway Conversion plus fully funding of programmed projects
(4 projects)
- **Priority Category 2** – Remaining Capacity Increasing Projects (25 projects)
- **Priority Category 3** - Major Operational Projects (34 projects)
- **Priority Category 4** - New Interchanges (4 projects)

Route



San Joaquin Valley

Programmed



OCTOBER, 2005
EXPIRY DEC. 31



OCTOBER, 2005
District 00 & 11

Funding Phases

- 20 Year Funding Program
- Three Funding Phases
 - Phase 1 - **\$1.0 B** - Completes Category 1 and part of Categories 2 & 3
 - Phase 2 - **\$3.0 B** - Completes Category 2
 - Phase 3 - **\$2.0 B** - Completes Category 3 and all of Category 4

Conversion of Route 99 To An Interstate Designation



Current Status

- GVC provides stakeholder forum
- Fresno COG coordinator for SJ Valley MPOs
- Caltrans coordination with FHWA
- SAFETEA-LU
 - Designated Rte 99 as a “future Interstate”
 - Designated a High Priority Corridor on the NHS
- Next Steps
 - Identify logical segment termini
 - Decide whether or not California should proceed
 - Terminate effort or submit proposal to FHWA

Questions?

www.ca.gov/dist6/99masterplan/index.html